

ABSTRACT OF THE DISCLOSURE

An image heating device includes a heat generating member that heats a body to be heated that is allowed to travel while carrying an image, 5 an excitation unit that is provided close to the heat generating member and generates magnetic flux so as to cause the heat generating member to generate heat by electromagnetic induction, and a heat generation suppressing unit that suppresses an amount of heat generated in the heat generating member by regulating magnetic flux generated by the excitation 10 unit. The heat generation suppressing unit suppresses heat generation of the heat generating member in a region corresponding to a region including at least a center portion of the body to be heated in a width direction. Thus, an amount of heat generated in the width direction can be regulated using a simple configuration at a reduced cost. Further, when the heat generation 15 suppressing unit is operated, diffusion of magnetic flux into a wide area can be prevented.